Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

Claims 1-30 (cancel)

Claim 31 (currently amended):   A method comprising:

transmitting a first announcement including a content description for content arranged with at least two levels of granularity, the first announcement transmitted before any assignment of connection has been determined for the content, said first announcement including a service identifier to link with a second announcement;

thereafter transmitting said second announcement including connection information for the content, the connection information provided with the at least two levels of granularity; and

transmitting the content after the first announcement and the second announcement.

Claim 32 (cancel)

Claim 33 (cancel)

Claim 34 (canceled)

Claim 35 (currently amended):   A The method of claim 31, including comprising:

transmitting a first announcement including a content description for content, the first announcement transmitted before any assignment of connection has been determined for the content, said first announcement including a service identifier to link with a second announcement;

thereafter transmitting said second announcement including connection information for the content that specifying specifies the location of service in said connection information; and

transmitting the content after the first announcement and the second announcement.

Claim 36 (previously presented):   The method of claim 35, further including transmitting ancillary information with said content.

Claim 37 (canceled)

Claim 38 (previously presented):   The method of claim 31, wherein transmitting said connection information includes transmitting a data program guide.

Claim 39 (previously presented):   The method of claim 31, further comprising transmitting the content via a satellite.

2

Claim 40 (previously presented):   The method of claim 31, further comprising accumulating the connection information at a transport operator for later transmission via the second announcement.

Claim 41 (currently amended):   An article comprising a medium to store instructions that if executed enable a system to:

transmit a first announcement via a digital broadcast, the first announcement including a content description for content, the first announcement transmitted before any assignment of connection has been determined for the content;

thereafter transmit a second announcement including connection information for the content; and

transmit the content after the first announcement and the second announcement;

provide a service identifier to link said first and second announcements; and

generate the second announcement using a template while the first announcement is generated.

Claim 42 (previously presented):   The article of claim 41, further storing instructions that if executed enable the system to arrange said content description with at least two levels of granularity.

Claim 43 (previously presented):   The article of claim 42, further storing instructions that if executed enable the system to specify the location of service in said connection information.

Claim 44 (cancel)

Claim 45 (currently amended):   The article of claim [[44]] 41, further storing instructions that if executed enable the system to include the service identifier in the first announcement and the second announcement.

Claim 46 (cancel)

Claim 47 (currently amended):   A system comprising:

a processor; and

a transmitter coupled to said processor to transmit via a digital broadcast a first announcement including a content description for content, the first announcement transmitted before any assignment of connection has been determined for the content and including a service identifier to link the first announcement with a second announcement, thereafter transmit [[a]]

3

the second announcement including connection information for the content, the connection information to specify the location of service, and transmit the content after the first announcement and the second announcement.

Claim 48 (currently amended):   The system of claim 47, further comprising a storage coupled to said processor to store a template for said second announcement, said template formed before said connection information is available.

Claim 49 (previously presented):   The system of claim 47, wherein said transmitter to transmit a service identifier to link said first and second announcements.

4